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## Results of the 30MILES web-query 2017: Small port development needs and client preferences

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# Results of the 30MILES web-query 2017:

## Small port development needs and client preferences

Renne Vantola, Emilia Luoma & Annukka Lehtikoinen

University of Helsinki

May 2018



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# 1. Introduction

This report provides the results from a 30MILES web-based query carried out between July and December 2017. The query was intended to supplement a previous 30MILES query conducted in summer 2016 (see University of Helsinki 2016; Vantola et al. 2018). Reflecting on the first query, the present one aimed at determining more information on three aspects: 1) which information sources guest harbour visitors mostly use when planning their visits, 2) what are the preferences of non-boater visitors towards guest harbours, and 3) how the local residents consider the guest harbours in their home locality. A dual query was conducted, the respondent being able to choose the perspective to take. One could answer either as a port guest visiting in the area (Query 1.) or as a local resident (Query 2.). One person could also answer from both perspectives, that is to answer the both queries.

The queries were first available online in both Finnish and Estonian. A Swedish version was later added in November based on public request. Some Finnish responses were additionally collected on printed forms at the 30MILES booth during the Tall Ships Races in Kotka 13.–16.7.2017. The total number of query responses gained is 492 of which 392 are in Finnish, 93 in Estonian and seven in Swedish. Eighteen of the Finnish responses are from the Tall Ships Races.

For the data analysis purposes, the seven Swedish responses, likely representing Swedish-speaking Finns, were combined to the Finnish data and are thus included in the results concerning Finnish respondents which combined with the Swedish data count for 399 responses in total. Further in this report, the combined Finnish and Swedish data is referred to simply as Finnish responses. Six of the Swedish responses are included in the analysis of Finnish guests and one in the analysis of Finnish locals.

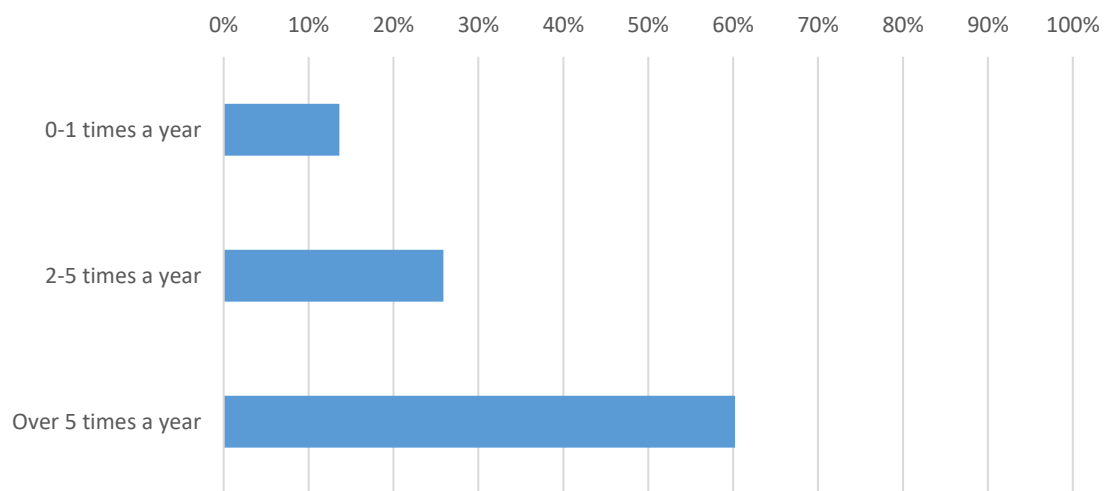
An English translation of the query form and questions made for reporting purposes are provided in Appendix 1.

## **2. Results on the guest's perspective (Query 1.)**

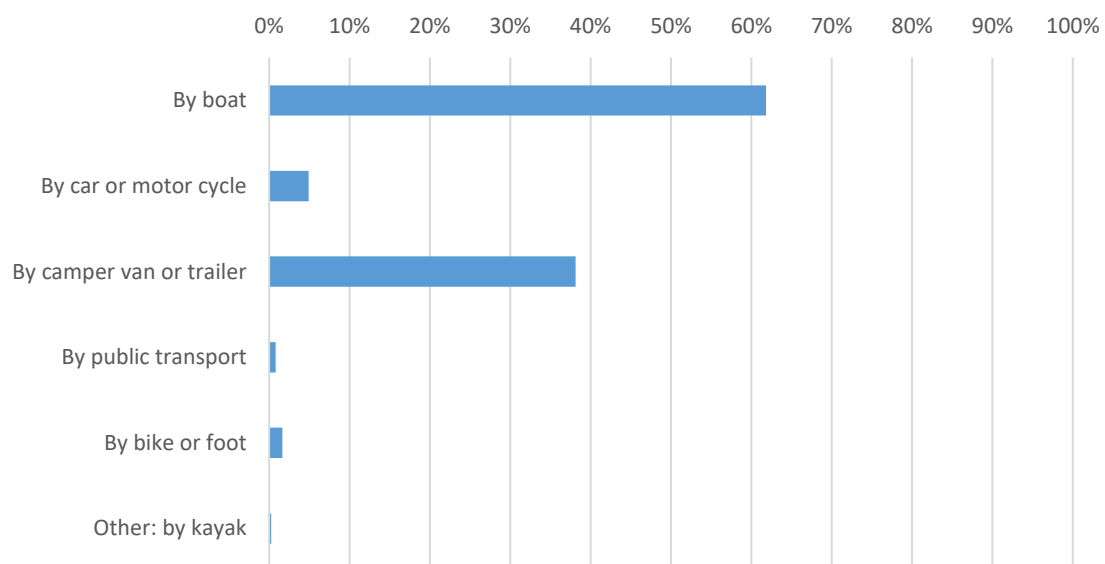
### **2.1 Finland**

From the total 399 Finnish respondents, 367 have answered to the query from the guest's perspective, and from these respondents 207 are boaters, 137 non-boaters and 23 respondents travel by both boat and in some other way, that is by car or motor cycle, by camper van or trailer, by public transport or by bike or foot. In the charts below, the number of boaters (207) and other (137) respondents do not add up to the total 367 responses because the 23 respondents travelling by both boat and in some other way are included only in the charts representing the whole of Finnish guest respondents.

Figures 1. and 2. present the respondents' background information (Questions 1. and 2., see the Appendix), Figures 3.–5. their preferences towards service harbours (Question 6.) and Figures 6.–8. the information channels they use to get information on harbours they visit (Question 4.). Lastly, responses to open-ended questions are discussed in their own section (Question 7. and Other comments).

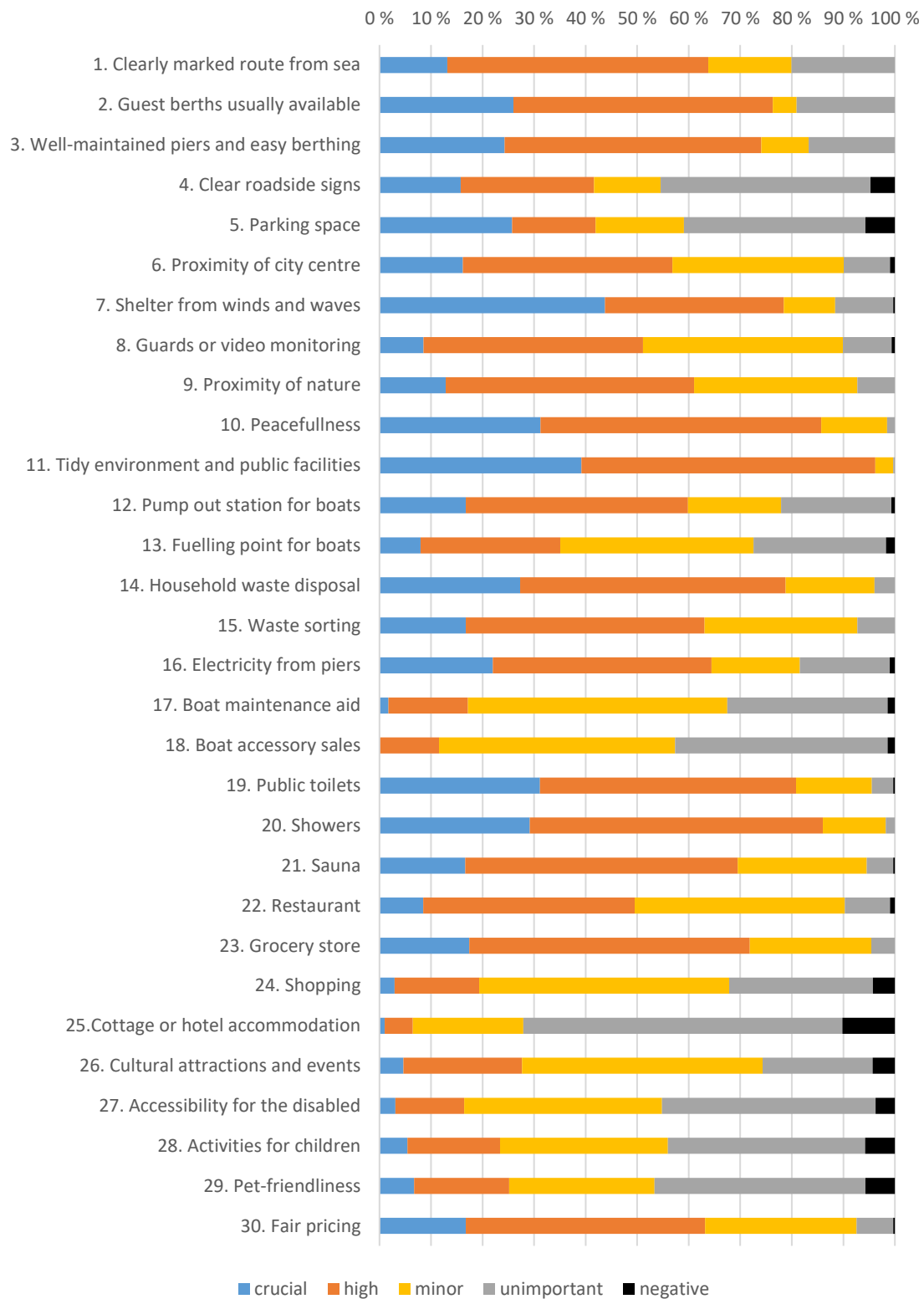


**Figure 1. Frequency of the Finnish guest respondents' visits in service harbours (n=367).**

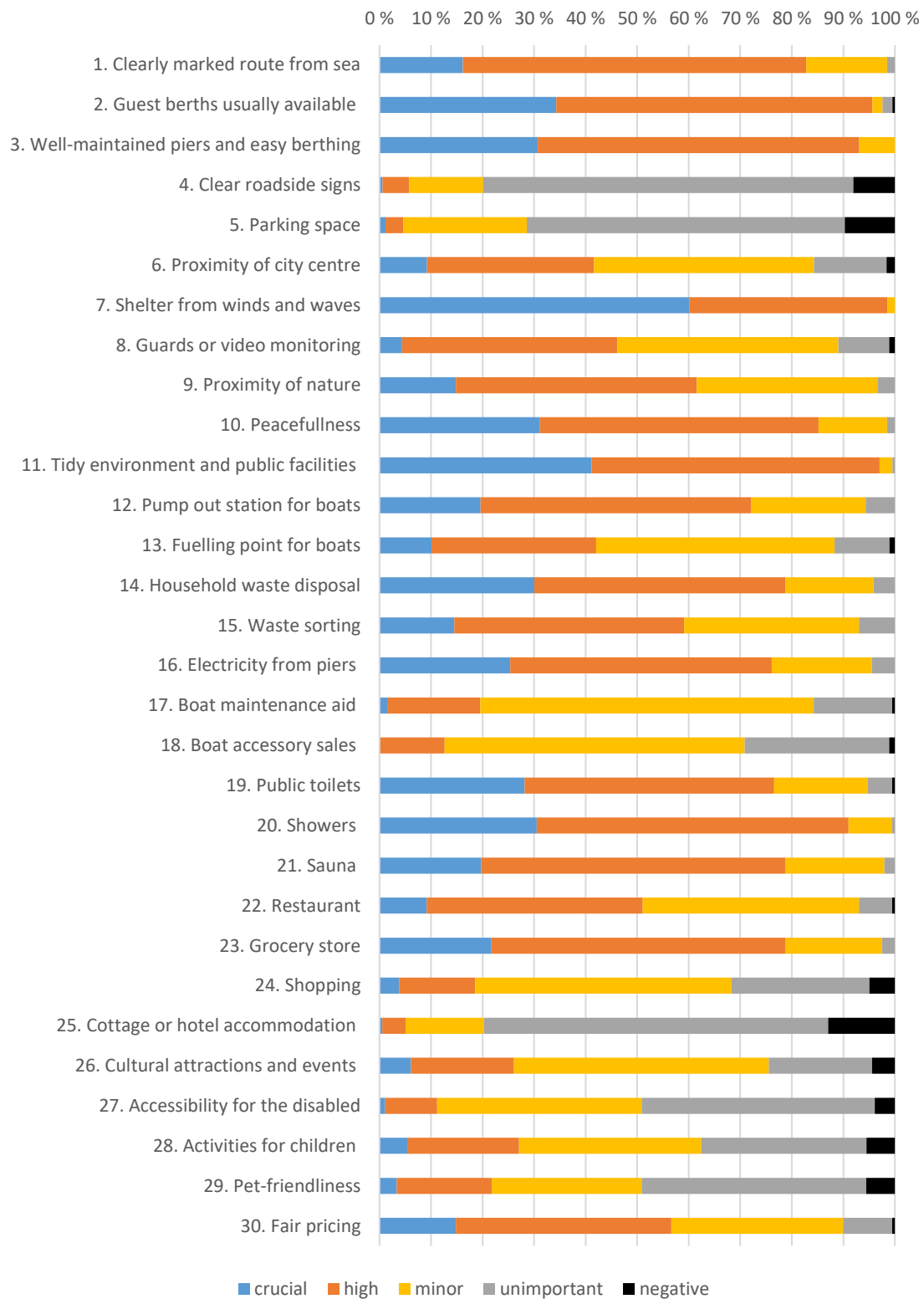


**Figure 2. Mode of travelling while visiting a service harbour among the Finnish guest respondents (n=367).**

Considering Figure 2, it should first be noted some respondents travel in multiple ways and hence the total percentage is more than 100%. Second, the share of respondents travelling by camper van or trailer is significant (38%).

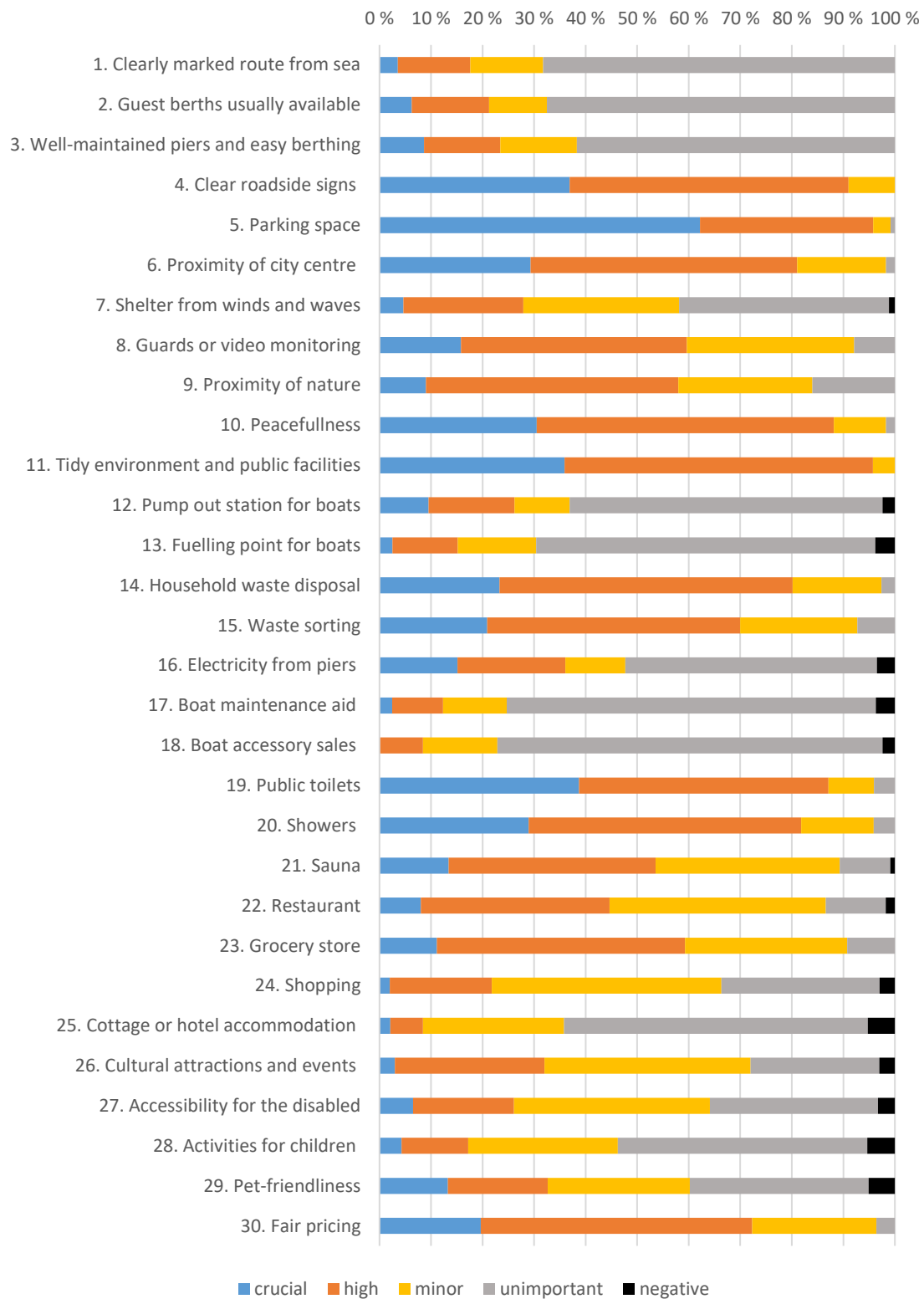


**Figure 3. Significance of different factors for the Finnish guest respondents' decision to visit a certain service harbour (n=367). The complete wording used in the query for each factor is provided in the Appendix.**

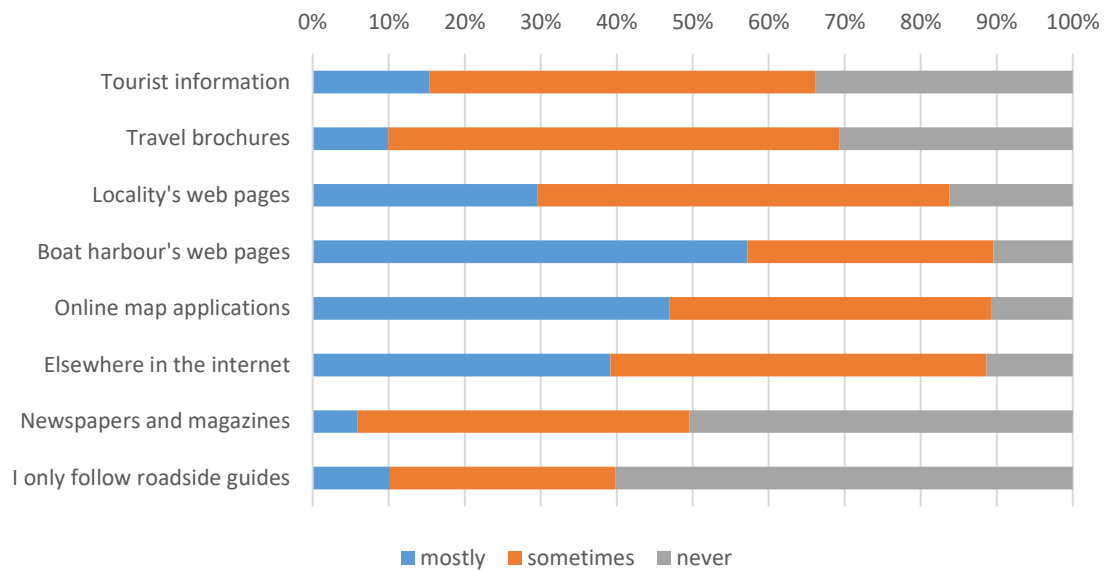


**Figure 4. Significance of different factors for the Finnish guest respondents' decision to visit a certain service harbour by boat (n=207). The complete wording used in the query for each factor is provided in the Appendix.**

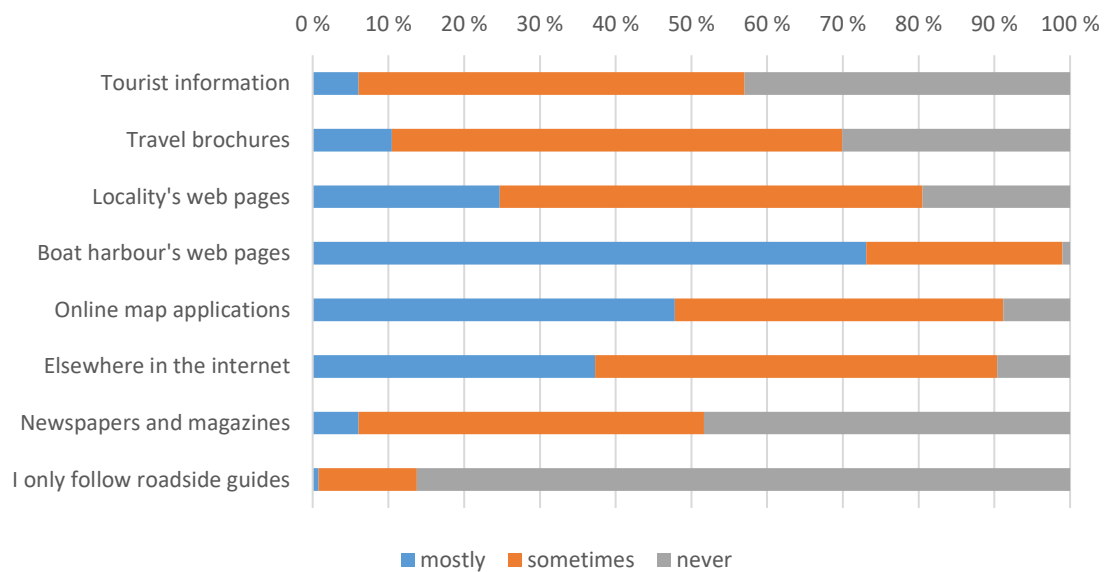




**Figure 5. Significance of different factors for the Finnish guest respondents' decision to visit a certain service harbour by land, i.e. by car or motor cycle, camper van or trailer, by public transport, or by bike or foot (n=137). The complete wording used in the query for each factor is provided in the Appendix.**

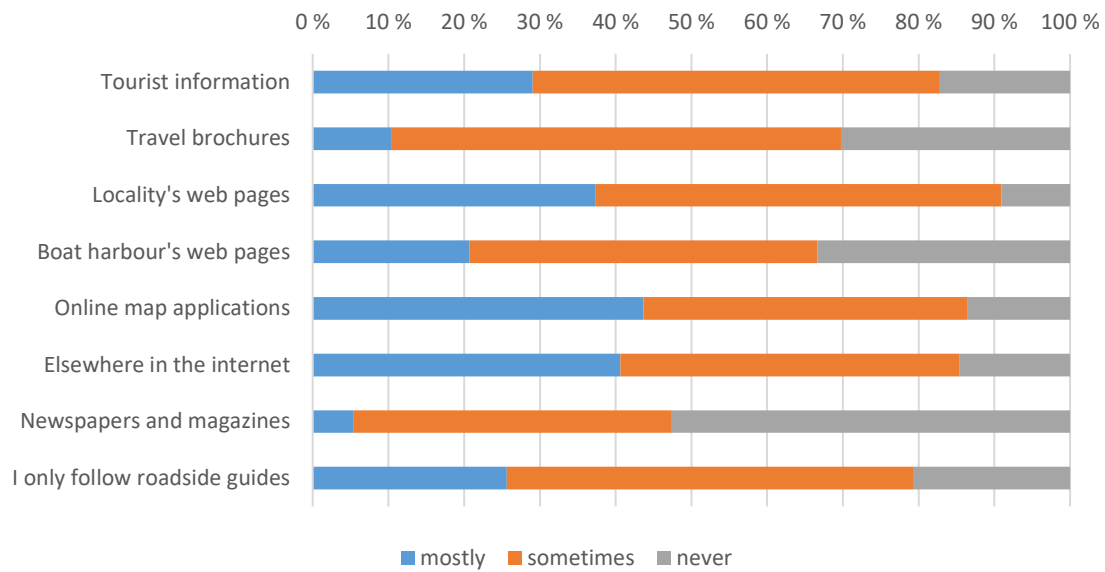


**Figure 6. The Finnish guest respondents' use of different information channels to search information on service harbours they visit (n=367).**



**Figure 7. The Finnish boaters' use of different information channels to search information on service harbours they visit out of their own locality (n=207).**

Regarding Figure 7, it is remarkable that on the additional line provided for open-ended answering, many respondent boaters additionally mention harbour guidebooks and other boaters as commonly used information sources.



**Figure 8. The Finnish respondents' use of different information channels to search information on service harbours they visit by land, i.e. by car or motor cycle, camper van or trailer, by public transport, or by bike or foot (n=137).**

## Open-ended questions

In general, the Finnish responses to the query's open-ended questions are consistent to those of the previous 30MILES query (University of Helsinki 2016; Vantola et al. 2018). The respondents emphasise issues related to arriving in the harbour from sea, such as the shelter the harbour provides from the winds and waves, safe berthing, clear guideposts, including guest berth signs, and the availability of current information on harbour depths, available berths and opening hours online. The respondents also mention issues related to harbours' basic services, such as the general tidiness of the harbour and especially the tidiness of toilets, showers and saunas, proper waste management, including both household wastes and boat-originated sewage, availability of electricity and tap water, laundry and dish facilities and a restaurant. In addition, the absence of bike rental is mentioned.

In more depth, some interesting remarks are made first on arriving in the harbour by boat and second on harbours' services for caravanners. Considering arrival from sea, one respondent first of all brings up the lack of an online booking system constrains making long day trips since it is not sure there will still be place in the harbour in the evening. It is also

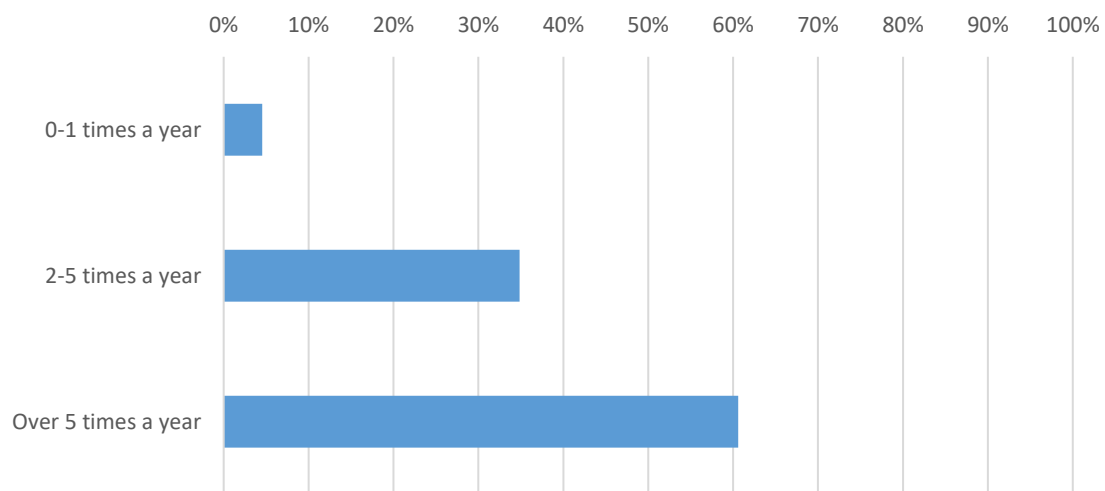
considered by one respondent that harbours should make it clear whether it is allowed to berth boats side by side in case the berths are full and consistently some respondents wish for personnel to welcome a visitor and to point out a suitable place to berth. One respondent also mentions unprotected harbours should inform where to first attach the boat by night or during rough sea since it is not safe to go straight in the midst of moored boats. Considering the disposition of guest berths, it is also brought up by one respondent when a harbour serves both as a home and guest harbour, guest berths are often less protected from winds and waves than home berths even though at the latter ones no one usually stays overnight. Moreover, one response is from a kayaker who notes low piers and slipways or at least free shores are needed to facilitate kayakers' access to service harbours (on the growing amount of kayaks in Finland, see Askola et al. 2017).

Considering caravanners, in turn, it is brought up boaters and caravanners basically need the same sort of infrastructure, such as a sewage pump-out station and a place to park the travel vehicle for an overnight stay in it, and thus caravanners represent a potential customer group for harbours wishing to extend their operating season. One respondent traveling by both boat and camper van, however, states, currently, it is unclear whether a caravanner is a desired guest in a service harbour since camper van-related information is not provided on harbour web pages.

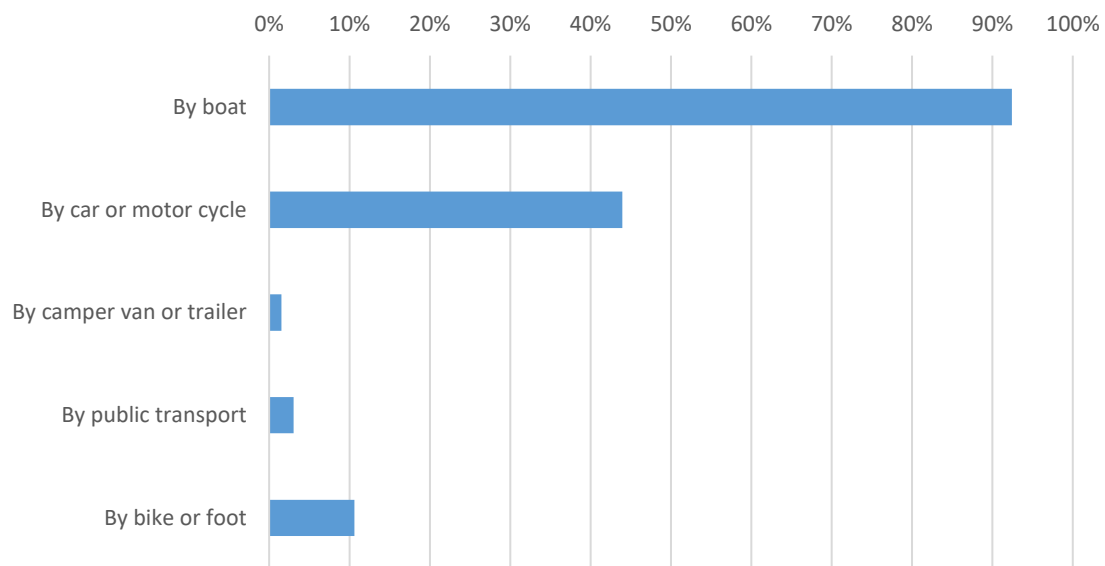
Besides the above two themes, one respondent also considers one major online application offering information on harbours would better serve all the interested parties than the current situation where information on harbours and their services is provided scattered under various sources.

## 2.2 Estonia

From the total 93 Estonian respondents, 68 have answered from the guest's perspective. Figures 9. and 10. present the respondents' background information (Questions 1. and 2.), Figure 11. their preferences towards service harbours (Question 6.) and Figure 12. the information channels they use to get information on harbours they visit (Question 4.). Lastly, responses to open-ended questions are discussed in their own section (Question 7. and Other comments). Due to the small sample size, no differentiation is made between the respondents' modes of traveling.

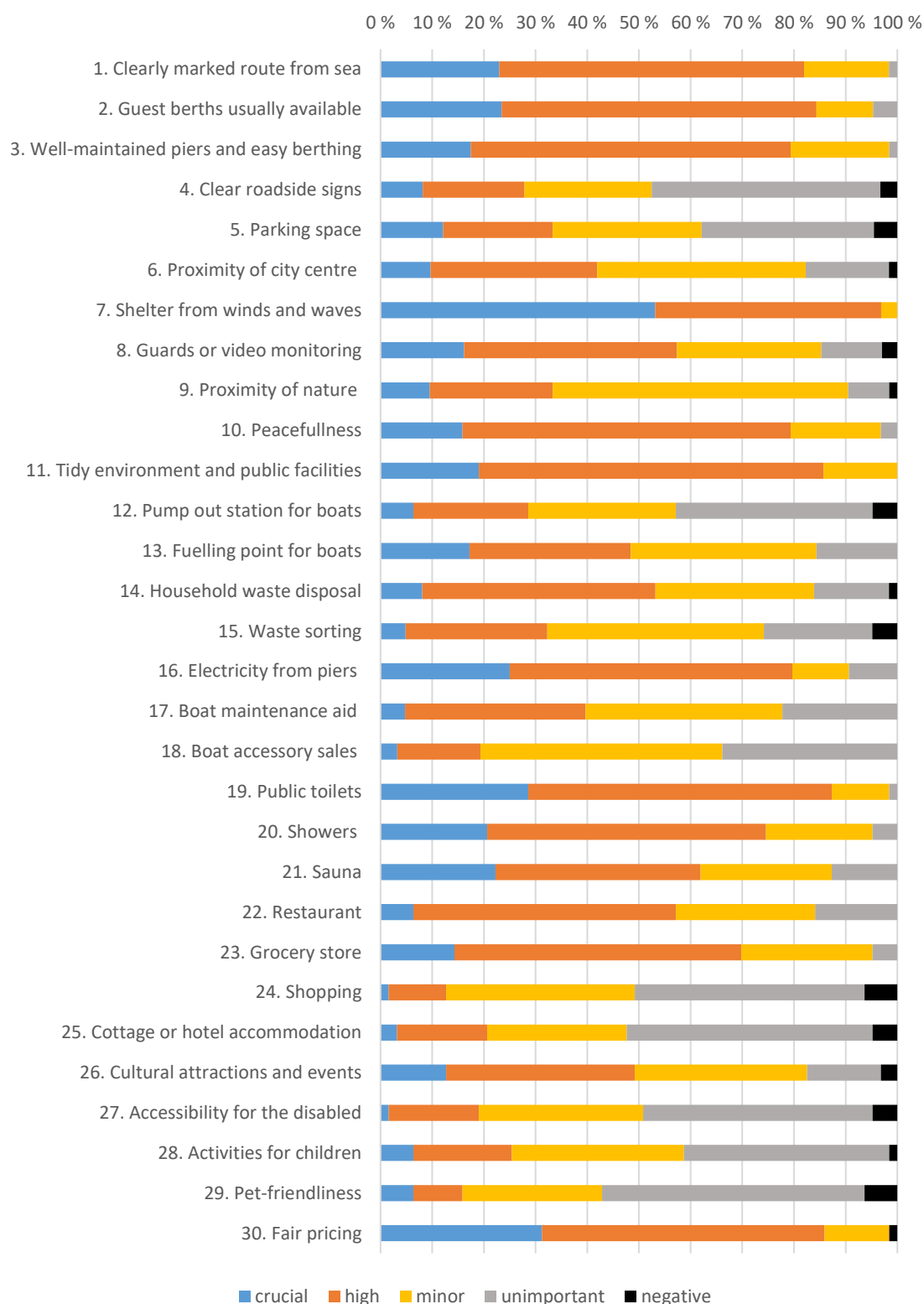


**Figure 9. Frequency of the Estonian guest respondents' visits in service harbours (n=68).**

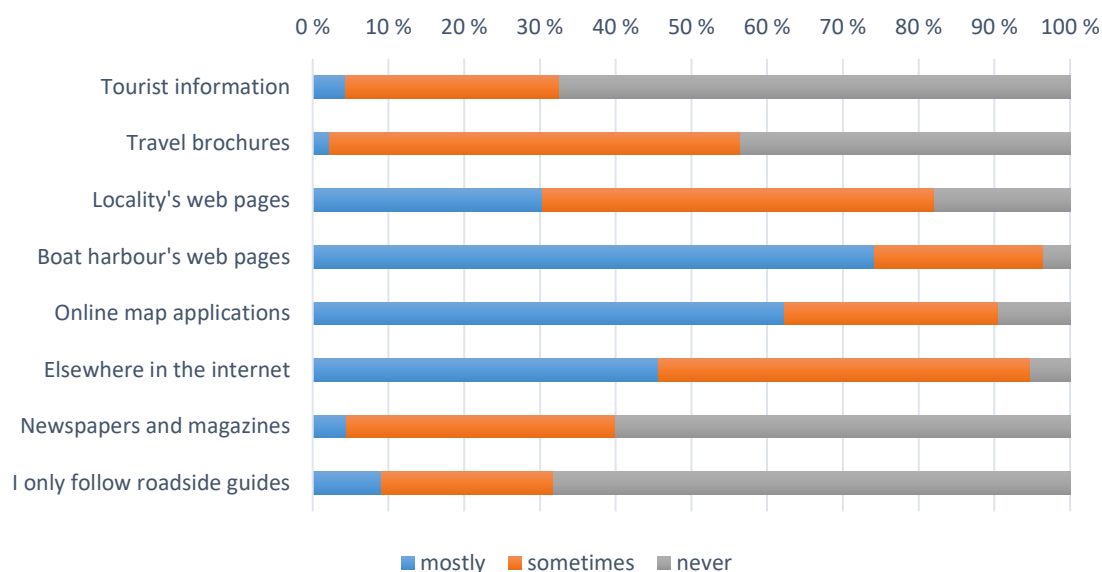


**Figure 10. Mode of travelling while visiting a service harbour among the Estonian guest respondents (n=68).**

As in case of Figure 2, considering Figure 10, it should be noted some respondents travel in multiple ways and hence the total percentage is more than 100%.



**Figure 11. Significance of different factors for the Estonian guest respondents' decision to visit a certain service harbour (n=68). The complete wording used in the query for each factor is provided in the Appendix.**



**Figure 12. The Estonian guest respondents' use of different information channels to search information on service harbours they visit (n=68).**

Considering Figure 12, it can be noted consistent to Finnish boaters (Figure 7.) also some Estonian respondents mention harbour guidebooks and other boaters as common additional information sources.

## Open-ended questions

In terms of a call for well-organized basic services, the Estonian respondents' answers to the open-ended questions are generally in line with the Finnish responses discussed above: among mentioned issues are fuelling points, pump-out stations for sewage and bilge, toilets, showers, availability of electricity, clear guideposts and sufficient harbour depths. What is also consistent is one respondent stating harbours should offer more services for caravanners since their needs are similar to the ones of boaters. Another respondent additionally states more public events accessible both by land and sea are needed to make harbours more known.

According to one respondent, the priority in service harbour development should however be set in services important when arriving from the sea, e.g. well-maintained piers, clearly marked route from sea and lighting after dark, and that the services on land, such as hotels,



shops and restaurants, are not that important for long-distance sailors who in general travel rather independently. Another respondent moreover notes in Estonia it is currently considered more important opening a restaurant in a harbour for local people than serving the needs of visitors arriving by sea, which would in turn require setting the focus of development more on boater-targeted aspects such as those mentioned above.

One respondent also suggests in case there is not a harbour master on duty 24/7, small harbours could make use of an electronic log-in system so that one could register having arrived in the harbour by phone and pay later when the harbour master is present. In line with a Finnish respondent discussed above, one respondent also wishes for a single application providing necessary information on all Estonian ports.

### 3. Results on the local's perspective (Query 2.)

#### 3.1 Finland

From the total 399 Finnish respondents, 32 have answered from the local's perspective. Figures 13.–15. present the respondents' background information (Questions 1.–3.) and Figure 16. their preferences towards service harbours (Question 4.). Responses to open-ended questions are discussed in their own section (Questions 5.–7. and Other comments). Due to the small sample size, no differentiation is made between the respondents' modes of traveling.

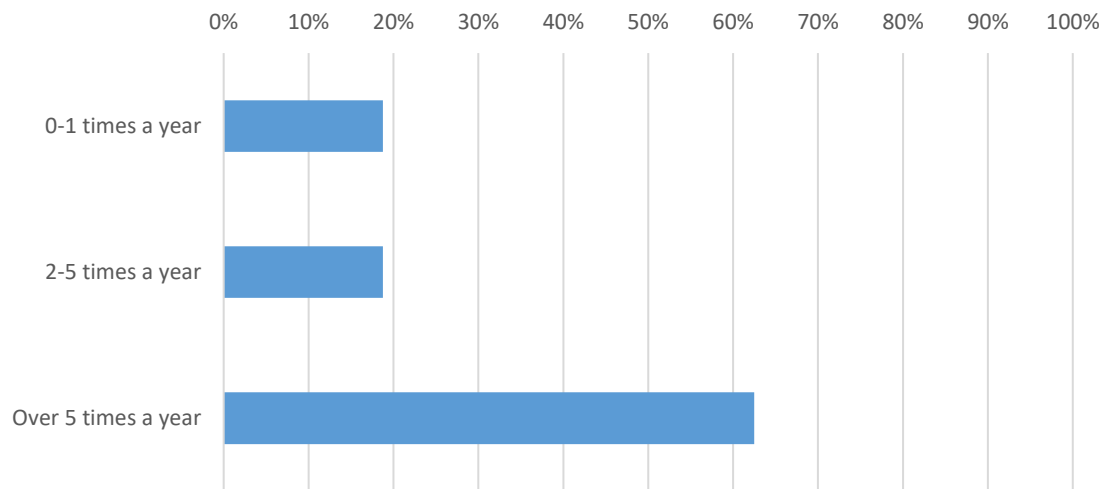
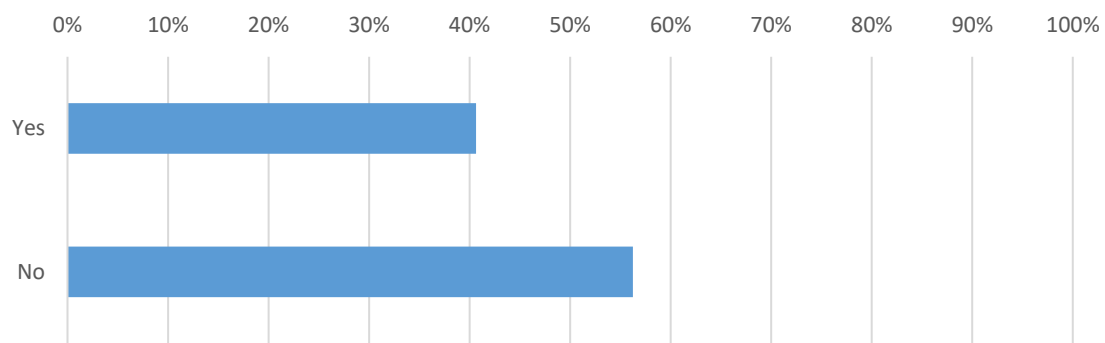
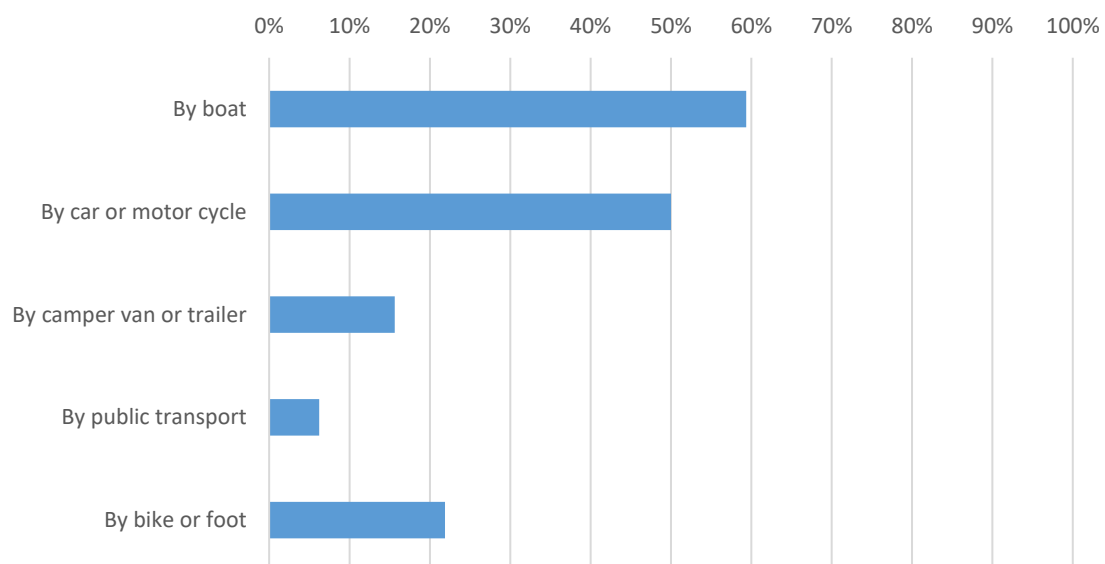


Figure 13. Frequency of the Finnish local respondents' visits in their locality's service harbours (n=32).

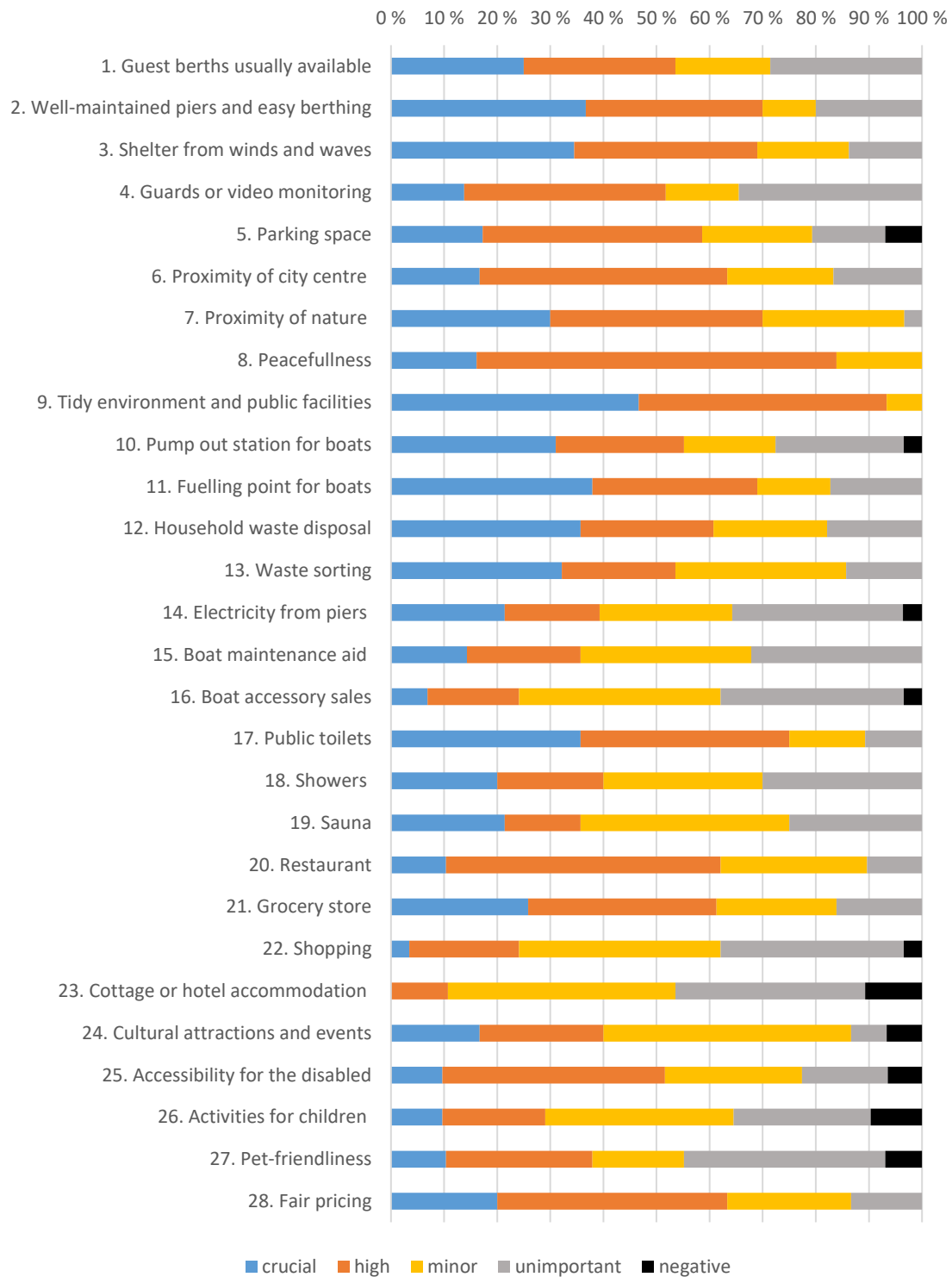


**Figure 14. The Finnish local respondents' possession of a berth in their locality's service harbour (n=32).**



**Figure 15. Mode of travelling while visiting a service harbour among the Finnish local respondents (n=32).**

Considering Figure 15, it should be noted some respondents travel in multiple ways and hence the total percentage is more than 100%.



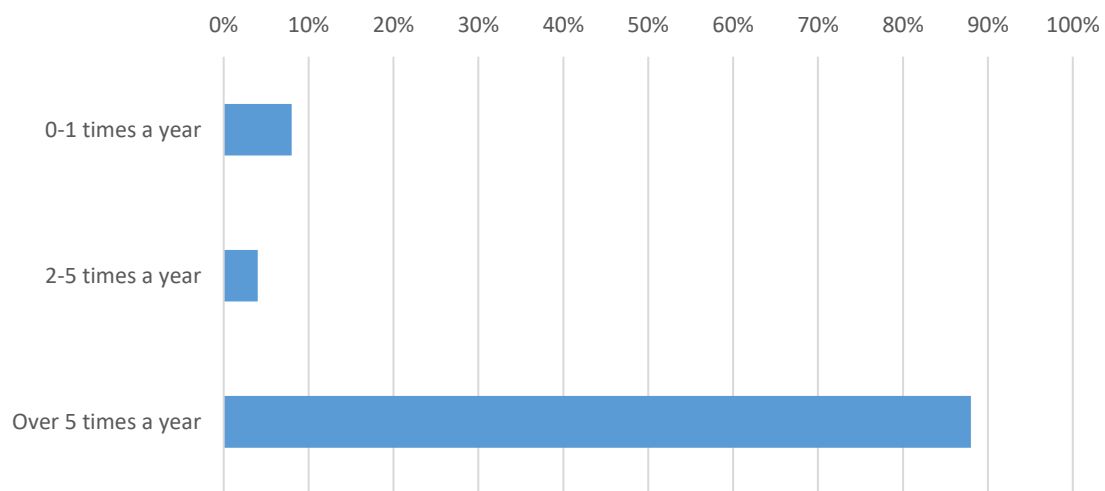
**Figure 16. Significance of different factors for the Finnish local respondents' decision to go to a service harbour in their locality (n=32). The complete wording used in the query for each factor is provided in the Appendix.**

## **Open-ended questions**

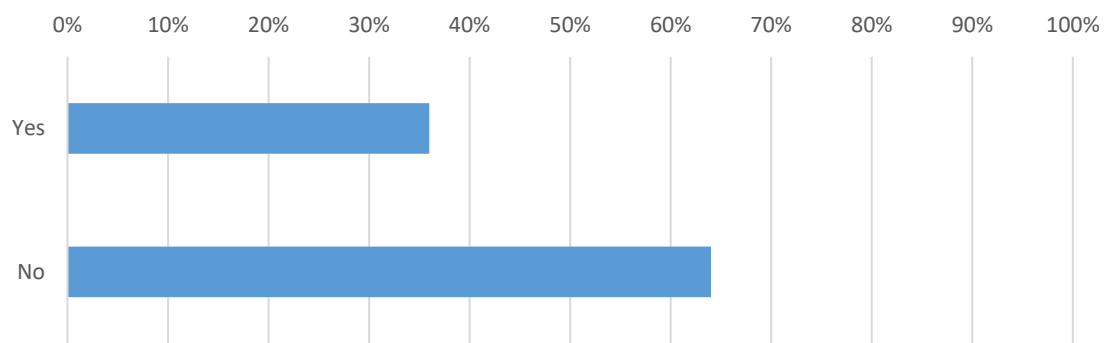
The Finnish respondents generally consider service harbours have no negative impacts on the locals' life but when such impacts are mentioned they include littering and disturbance during events taking place in the harbour. Positive impacts mentioned in turn include contribution to the local economy, the development of local services and vivifying the cityscape. When asked how to increase the year-round use of service harbours, the respondents mention cafés and restaurants, saunas, winter events and caravanners. In the section for other comments, one respondent additionally states local people need to be enabled to participate in harbour development.

## 3.2 Estonia

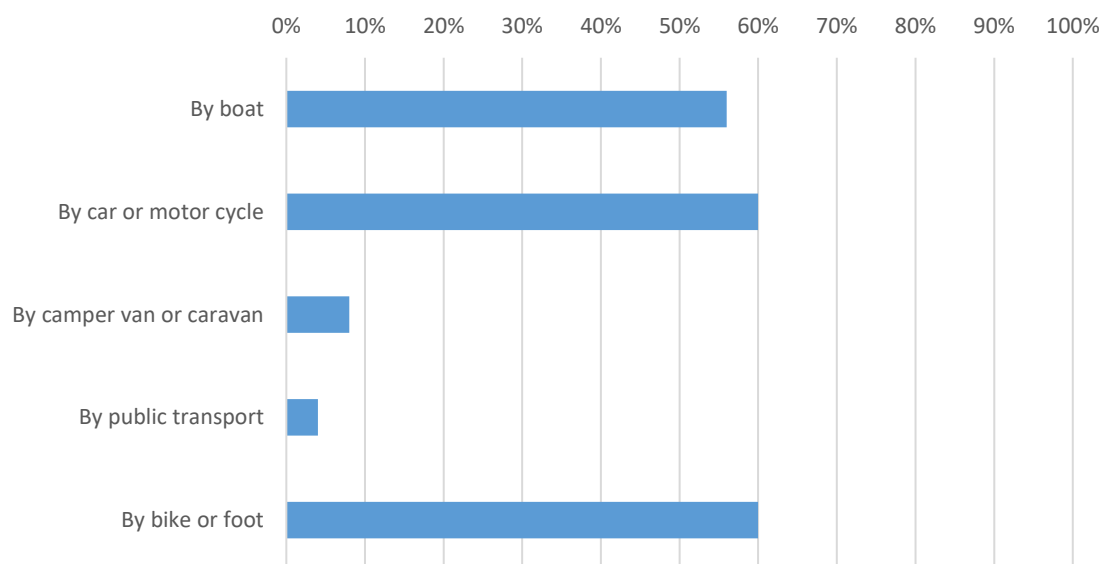
From the total 93 Estonian respondents, 25 have answered from the local's perspective. Figures 17.–19. present the respondents' background information (Questions 1.–3.) and Figure 20. their preferences towards service harbours (Question 4.). Responses to open-ended questions are discussed in their own section (Questions 5.–7. and Other comments). Due to the small sample size, no differentiation is made between the respondents' modes of traveling.



**Figure 17. Frequency of the Estonian local respondents' visits in their locality's service harbours (n=25).**

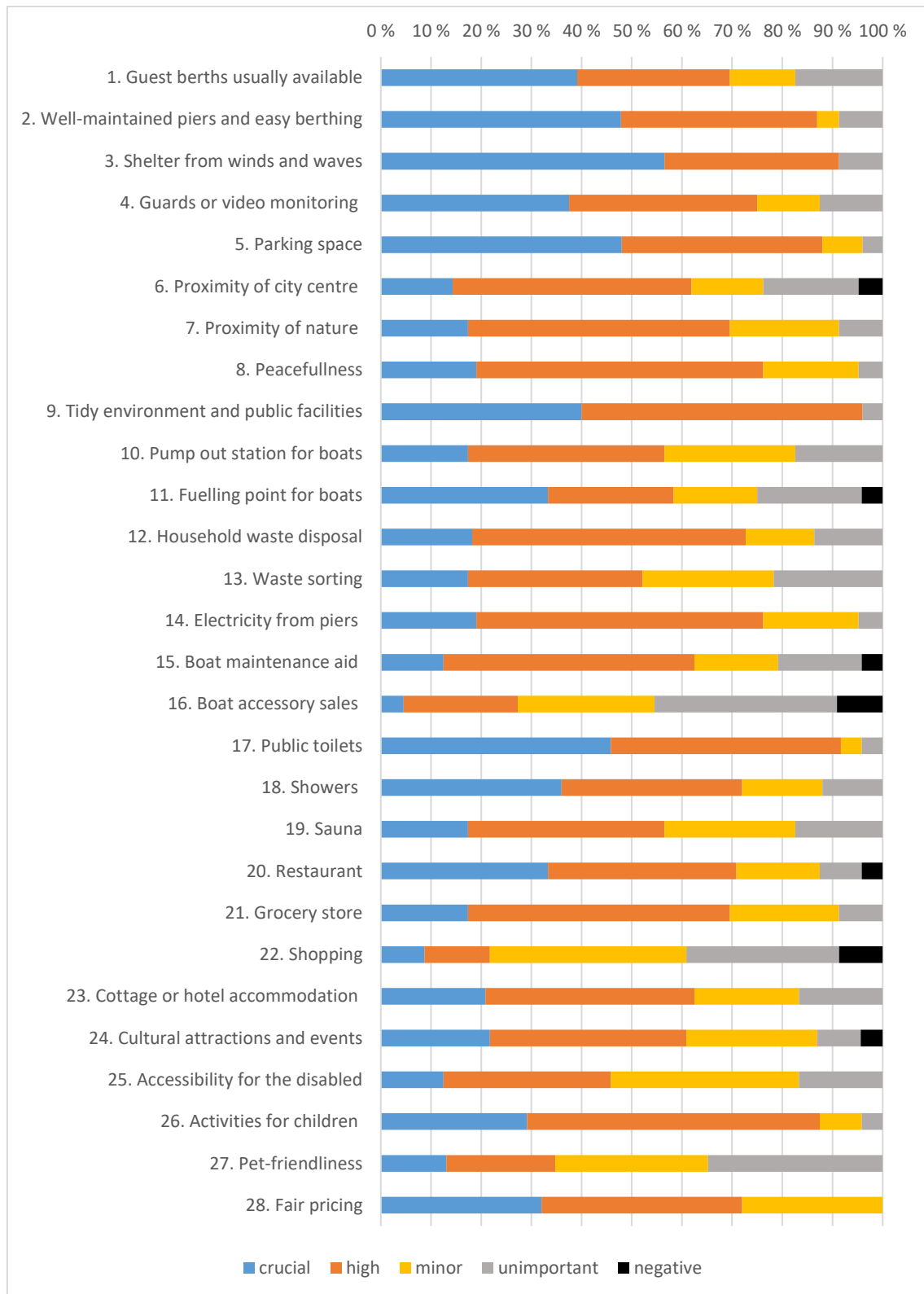


**Figure 18. The Estonian local respondents' possession of a berth in their locality's service harbour (n=25).**



**Figure 19. Mode of travelling while visiting a service harbour among the Estonian local respondents (n=25).**

As in case of Figure 15, considering Figure 18, it should be noted some respondents travel in multiple ways and hence the total percentage is more than 100%.



**Figure 20. Significance of different factors for the Estonian local respondents' decision to go to a service harbour in their locality (n=25). The complete wording used in the query for each factor is provided in the Appendix.**



## Open-ended questions

Consistent to their Finnish counterparts, the Estonian local respondents generally consider service harbours have no negative impacts on the local life in case the environmental issues are properly managed and visitors do not cause disturbance by breaking the harbour rules. When asked about harbours' positive influence, they are considered tourism sites bringing funds to the area and making it possible to develop local life in terms of maritime culture and access to the sea. Ideas for increasing the year-round use of service harbours include keeping the restaurants and cafés open, organising different events and maritime education and supporting ice sailing. In the section for other comments, it is additionally brought up harbour development should involve producing services for various age groups.

## 4. Conclusions

The second 30MILES web-query was carried out between July and December 2017 and intended supplementing a previous query conducted in summer 2016. When it comes to boaters' preferences towards a guest harbour, the results of the second query support the findings of the first (see University of Helsinki 2016; Vantola et al. 2018). Additional knowledge was however gained concerning 1) the channels the harbour visitors use to look for information to base their visit decisions upon; 2) the preferences of the harbour visitors other than boaters; 3) perspectives of the people living in guest harbour localities; and also 4) the potential tensions associated to harbour development considering on whose terms a harbour should primarily be developed. Should a guest harbour be developed, for instance, from the perspective of boaters or visitors arriving by land? Or should a guest harbour be generally developed from the perspective of tourists or locals?

Table 1 summarizes the query results by collecting the top five average priorities found among different respondent groups. Tidiness of the environment and public facilities is considered crucial among all harbour visitor groups, whereas major importance is also set on public toilets, showers and peacefulness. Comparing responses from Finland and Estonia, it is noteworthy fair pricing seems to be generally more of an issue for Estonian respondents. Specifically for boaters, in turn, the number one priority is safety-related in terms of shelter from winds and waves, an aspect which is also well illustrated by a Finnish respondent bullet pointing how a boater's harbour visit usually goes: 'Boat safely berthed => shower/sauna => something to eat/drink => exploring the environment, that's it' (Query 1: Question 7.).

Table 1 also evidently shows parking space and clear roadside signs facilitate access for harbour visitors arriving by land. However, at the same time, parking space is also one of the factors the respondents most commonly consider negative (Figures 3., 4., 11 and 16.). Due to the majority of responses from Finnish visitors arriving by land being from caravanners (Figure 2.), parking space experienced negatively is significant. In their responses for the open-ended questions, caravanner respondents insist their needs are similar to the ones of boaters, such as a sewage pump-out station and a place to stay overnight in the travel vehicle, and thus harbours could gain extra revenue from targeting services for caravanners. At the same time, it yet seems some boaters are disturbed by the presence of a parking space either

because of the traffic and noise cars, motor cycles and camper vans may cause or simply because the respondents would prefer harbours located in the archipelago and thus not accessible by car but more designated for boaters only. However, cottage and hotel accommodation, another factor considered affecting a harbour visit negatively, disturbs also other visitors than only boaters indicating harbours providing such accommodation may not be generally preferable (Figures 3., 4., 5., 11. and 16.).

	<b>PRIORITY 1</b>	<b>PRIORITY 2</b>	<b>PRIORITY 3</b>	<b>PRIORITY 4</b>	<b>PRIORITY 5</b>
<b>FIN GUESTS (N=367)</b>	tidiness	showers	peacefulness	public toilets	household waste disposal
<b>FIN BOATER GUESTS (N=207)</b>	shelter	tidiness	available guest berths	well- maintained piers and easy berthing	showers
<b>FIN OTHER GUESTS (N=137)</b>	parking space	tidiness	clear roadside signs	public toilets	peacefulness
<b>EST GUESTS (N=68)</b>	shelter	fair pricing	public toilets	tidiness	available guest berths
<b>FIN LOCALS (N=32)</b>	tidiness	peacefulness	public toilets	well- maintained piers and easy berthing	proximity of nature
<b>EST LOCALS (N=25)</b>	tidiness	public toilets	shelter	parking space	activities for children

**Table 1. The five most common factors bearing either a crucial or a high significance for the respondents' decision to visit a service harbour (Based on Figures 3.-5., 11., 16. and 20.).**

Comparing the Finnish and Estonian responses, it is noteworthy some Estonian boaters consider for instance also waste sorting and pump out station for boats negative which indicates a possible neglect for environmental protection (Figures 3., 4., and 11.). In addition, the Estonian respondents answering from the guest's perspective consider a fueling point somewhat more important than waste management (household waste disposal, waste sorting, sewage pump out station) whereas in case of the Finnish respondents, the situation is quite the opposite (Figures 3., 4., 5. and 11.). However, for the Finnish respondents answering from the local's perspective, fueling point is more important than waste management (Figure 16.).

The results on the visitors' preferred sources of information strongly indicate harbours both in Finland and Estonia ought to invest in maintaining updated web pages (Figures 6., 7., 8. and 12.) as harbours' web pages seem to be the main information source for boaters in both countries. In the open-ended responses, the respondents more specifically hoped for harbours' web pages to provide, for instance, information on harbour depths and an online berth booking system. Besides harbours' web pages, the other popular information channels are online map applications, localities' web pages and other internet sources. However, many boater respondents especially from Finland additionally and specifically stated in the open-ended field that they are using harbour guidebooks, which was not – by mistake – included in the multiple-choice options of the query. When it comes to the harbour visitors arriving by land, it is noteworthy this group seems to prefer other information channels than harbours' own web pages. Even a quarter of them usually have no prior information on the harbours they visit but only follow roadside signs.

Despite intended, the second 30MILES query unfortunately did not gain many responses from the local perspective. However, the responses gained indicate locals having a positive attitude towards guest harbours in both Finland and Estonia. In responses to the query's open-ended questions, guest harbours' influence on their home localities is generally considered positive in terms of contributing to the local economy, providing additional services also locals benefit from, vivifying the cityscape and facilitating locals' access to the sea. Negative impacts in turn are limited to situations where environmental management is not properly conducted or the visitors do not obey harbour rules. Occasional disturbance is also experienced due to different events taking place in the harbour. Comparing the preferences by guests and locals, the results additionally indicate boat maintenance aid and

boat accessory sales are more important for locals than out-of-town harbour visitors even though some Estonian respondents answering from the local perspective also consider these factors negative (Figures 3., 4., 5., 11., 16. and 20.). Lastly, it is worth mentioning two responses bring up boating is tightly connected to insular culture in the Swedish-speaking Finnish coast emphasizing the importance of paying careful attention to local Finnish-Swedish identity in the harbour and tourism development context.

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# **Appendixes**

## **Appendix 1.**

### **A questionnaire for developing service harbours**

A service harbour refers here to a guest harbour that is accessible by land and offers services for boaters and other visitors – both locals and tourists.

In the first phase, you are asked to choose the perspective from which you wish to answer. You can also answer both queries.

#### **Query 1: GUEST'S PERSPECTIVE**

Answer this query if you visit service harbours while travelling by boat or by land.

#### **Query 2: LOCAL'S PERSPECTIVE**

Answer this query if there is a service harbour either in your home municipality or in the locality of your second home.

Thank you for your answers already in advance!

## Query 1: Guest's perspective

Question 1. How often on average do you visit service harbours outside your home and second home localities?

- ☐ over 5 times a year
- ☐ 2-5 times a year
- ☐ 0-1 times a year

Question 2. How do you usually travel when visiting a service harbour? You can choose multiple options.

- ☐ by boat
- ☐ by car or motor cycle
- ☐ by camper van or trailer
- ☐ by public transport
- ☐ by bike or foot
- ☐ by some other vehicle: \_\_\_\_\_

Question 3. If your answer to the previous question was 'by boat', specify which sort of a boat you use. You can choose multiple options.

- ☐ row-boat
- ☐ sailboat
- ☐ motor boat
- ☐ other sort of boat, what: \_\_\_\_\_

Question 4. From where do you look for information on the service harbours you visit?

	mostly	sometimes	never
from tourist information			
from travel brochures			
from the locality's web pages			
from the boat harbour's web pages			
from online map applications			



elsewhere in the internet (chats, blogs, other social media)			
from newspapers and magazines			
I have no prior information on the harbours, I only follow roadside guides			
I receive my information elsewhere, where? _____			

Question 5. I wish there were more information available on service harbours in the following sources (you can choose multiple options):

- ☐ at tourist information
- ☐ in travel brochures
- ☐ on the localities' web pages
- ☐ on harbours' own web pages
- ☐ in online map applications
- ☐ elsewhere in the internet (chats, blogs, other social media)
- ☐ in newspapers and magazines
- ☐ elsewhere, where: \_\_\_\_\_

Question 6. What is the significance of the following factors for your decision to visit a certain service harbour?

Choose 'crucial' only in case you consider the factor determining your harbour visit, that is, it is a necessity.

Choose 'negative' in case you experience the factor somehow disturbing.

	crucial	high	minor	unimportant	negative
The route from the sea to the harbour is clearly marked					
The harbour usually has free guest berths					
The harbour's piers are in good condition and easy to attach to					
Clear roadside guides lead to the harbour by land					
The harbour accommodates a parking place or there is one in the immediate vicinity					

The city centre is easily and quickly accessible from the harbour (by foot or public transport)					
The harbour is sheltered from winds and waves					
The harbour area is guarded or monitored					
The harbour is close to nature					
The harbour is peaceful					
The harbour's surroundings and public facilities are tidy					
The harbour provides a pump-out for sewage holding tanks					
The harbour provides a fuel station for boats					
The harbour provides household waste collection					
The harbour provides a waste sorting point					
Electricity is available at the harbour's piers					
The harbour provides aid for boat maintenance when required					
Boat accessories are sold in the harbour					
The harbour provides public toilets					
It is possible to have a shower in the harbour					
It is possible to take a sauna bath in the harbour					
The harbour includes a restaurant					
The harbour accommodates a grocery or there is one in the immediate vicinity					
There are shops in the harbour or in the immediate vicinity					
Accommodating, e.g. in a rental cabin or hotel is possible in the harbour or in the vicinity					
The harbour includes cultural attractions and cultural or other events take place there					
The disabled are taken notice of in the planning of the harbour area					
The harbour provides activities for children					
The harbour is pet-friendly					

The harbour's services are fairly priced					
Another factor, what? _____					

Question 7. Based on my experience, the most important development needs in service harbours are:

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Other comments or ideas related to developing service harbours:

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Thank you for your answers!

## Query 2: Local's perspective

Question 1. How often on average do you visit the service harbours in your locality?

- ☐ over 5 times a year
- ☐ 2-5 times a year
- ☐ 0-1 times a year

Question 2. Do you have a permanent berth for your boat in your locality's service harbour?

- ☐ Yes
- ☐ No

Question 3. How do you usually travel when visiting the service harbours in your locality?  
You can choose multiple options.

- ☐ by boat
- ☐ by car or motor cycle
- ☐ by camper van or trailer
- ☐ by public transport
- ☐ by bike or foot
- ☐ by some other vehicle: \_\_\_\_\_

Question 4. What is the significance of the following factors for your decision to go to the local service harbour?

Choose 'crucial' only in case you consider the factor determining your harbour visit, that is, it is a necessity.

Choose 'negative' in case you experience the factor somehow disturbing.

	crucial	high	minor	unimportant	negative
The harbour usually has free guest berths					
The harbour's piers are in good condition and easy to attach to					
The harbour is sheltered from winds and waves					
The harbour area is guarded or monitored					

The harbour accommodates a parking place or there is one in the immediate vicinity					
The city centre is easily and quickly accessible from the harbour (by foot or public transport)					
The harbour is close to nature					
The harbour is peaceful					
The harbour's surroundings and public facilities are tidy					
The harbour includes a pump-out for sewage holding tanks					
The harbour provides a fuel station for boats					
The harbour provides household waste collection					
The harbour provides a waste sorting point					
Electricity is available at the harbour's piers					
The harbour provides aid for boat maintenance when required					
Boat accessories are sold in the harbour					
The harbour provides public toilets					
It is possible to have a shower in the harbour					
It is possible to take a sauna bath in the harbour					
The harbour includes a restaurant					
The harbour accommodates a grocery or there is one in the immediate vicinity					
There are shops in the harbour or in the immediate vicinity					
Accommodating, e.g. in a rental cabin or hotel is possible in the harbour or in the vicinity					
The harbour includes cultural attractions and cultural or other events take place there					
The disabled are taken notice of in the planning of the harbour area					
The harbour provides activities for children					
The harbour is pet-friendly					
The harbour's services are fairly priced					

Another factor, what? _____					
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Question 5. In your opinion, which sort of positive impacts do your locality's service harbours have in the local life?

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Question 6. Does the harbour operation have any negative impacts in your opinion? What?

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Question 7. How could the year-round use of the service harbours be increased in your locality?

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Other comments or ideas related to developing service harbours from the local perspective:

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Thank you for your answers!